



**Request for Proposal
For
City of Trinidad
Municipal Website and Domains
Redesign, Replacement, and Hosting
October 23rd, 2015**

Please Respond By: 5:00 P.M MST, November 6th, 2015

Please Email or Mail Response

To: IT Department

City of Trinidad

135 North Animas Street

Trinidad, Colorado 81082

webmaster@trinidad.co.go

1. Introduction & Scope

Located in Southern Colorado, the historic City of Trinidad stands at 6,010 feet high and has an estimated 8,000 citizens. The City of Trinidad is the capital of Las Animas County and is the largest municipality.

The City of Trinidad has 180 employees directed by a City Manager, with 6 elected City Council members and Mayor who oversee the City Manager. The City of Trinidad provides a variety of services including: police, fire protection, water, sewage collection and treatment, electricity, gas distribution, street construction and maintenance, parks maintenance, library services, code enforcement, business licenses, a community center including a pool, and a golf course.

The City of Trinidad's Website was last majorly updated in early 2013 with a dynamic template and CSS sheet. The City is looking to overhaul the main municipal website, www.trinidad.co.gov, the Trinidad Las Animas County Economic Development website www.tlaced.org, and the tourism website www.historictrinidad.com. The main municipal website (www.trinidad.co.gov) is the main focus of this revamp with economic development and tourism either being rolled into the main domain, or used as sub domains with a unified theme.

The City of Trinidad would like www.trinidad.co.gov to act as a Virtual 24/7 City Hall providing a large range of services to citizens. The website will attract more business to the City, make City services easier to access, and improve communication between the City and the public.

This new design and unified theme will benefit residents by being the “go to” place at any time to find any answers to questions about City Services. It will save trips to City Hall, phone calls and will provide up-to-date City news, as well as: a calendar of community events, an e-newsletter covering local government issues and important dates. Along with website alerts, there also will be an option to sign up for automatic notification by email or text about emergencies or hazardous conditions. It will benefit visitors by presenting an engaging, enticing view of the City. Specific functions for visitors would include maps of the major business areas, parking information, special event listings, descriptions of parks and open spaces, and diagrams of pedestrian and bike trails.

This new design will benefit City employees by relieving them of time-consuming, redundant requests for information. Instead, they will be able to direct people to details on a web page or to an online permit application. The new website will be easy to maintain with users from each department authorized to post, edit and delete specific content. This will all benefit service providers who serve both homeowners and business owners planning to remodel or add on to their home or business who need access to up to date information on City planning codes and processes, as well as forms and handouts needed for planning applications and requirements.

The new website will benefit the citizens and those who govern the City by providing them a platform for digital democracy. The website would host minutes, agendas, and any other documentation for public viewing.

2. Project Guidelines

Along with the Required Features and Functionality listed later, these are project guidelines that need to be met:

- Design of this site is extremely important. This site should give off the historic presence and charm that is Trinidad, while offering an easy to use interface.
- Each page of the new website should have a unified look and feel that represents Trinidad. Each section of the site will keep the same look and feel, but keep a degree of uniqueness that mirrors the service, department, or audience being served.
- Once the site has been completed and accepted by the City, the site should be easy to maintain by non-technical members of the City's staff. The content management system should provide for at least page level specific permissions, approvals and roles, version control, and an approval based work flow system. This will help eliminate most outdated information on the website and save employee time when the different departments are responsible for their own content.
- Being in rural southern Colorado, the internet infrastructure is behind in times. The website needs to be designed so that pages can load fast with some citizens using satellite internet or dial up. The website should also have a fast loading time on older computers or slower devices that are used.
- The site should be easy to navigate, with an architectural site map charted out and documented. This will make for a solid foundation on which the City can expand its online presence.
- The site should provide a rapid search capability of the entire site for both public users and employees.
- The site should include a scalable and flexible design template that can easily be used to add new departments, pages or information.
- There should be a mechanism (Distribution List) that permits Citizens to sign up to be on various mailing lists targeted at different departments or events. Citizens should also be able to opt out at any time.
- The site must be accessible and useable with current versions of commonly used browsers including but not limited to Internet Explorer, Microsoft Edge, Google Chrome, Firefox, and Safari.
- The site should provide a basis for e-government transactions. The City currently only takes online payments for Utilities thru a vendor, but would like to expand the services that can be paid online. The City would like to take payments for business license renewals and other services. Respondents are recommended to offer suggestions or comments.
- The Vendor will migrate all relevant existing City content to the relating new pages on the new website in a standard .pdf format. This information must be ADA accessible as well.
- The City would like a private intranet for employees. This will promote productivity and file collaboration on a greater level which will in turn benefit the public.

3. Required Features and Functionality

Listed below are features and functionality that have been discussed with a City team and will be required for the City's new website.

- **Responsive Website** – The new website will have the same exceptional viewing experience on any device regardless of screen size.
- **Alerts and Emergency Notifications** – The new website will be able to show any kind of alerts. A system that could mass email, text, and push out alerts through social media is optional, but is a plus.
- **Clerk Agenda Creation** - This will aid our clerks in creation of electronic minutes and agendas, do away with most scanning, and create a deeper transparency. This will also serve as a platform to make these items ADA accessible.
- **Built in OCR and document conversion** – The CMS used should have a built in Optical Character Recognition for uploaded PDFs. The CMS should be able to convert documents on upload as well, such as .doc to a .pdf.
- **Online Fillable Form Builder** – A CMS function to create fillable boxes and forms online for the public to use. This will aid in many different City functions such as surveys, contact forms, and other submission of basic information.
- **Document/Archive Center** – This will serve as a holding place for all old documents and other pieces of information. This information should have an option to be set for public and employee viewing or a hidden locked down view for CORA requests is necessary.
- **Social Media Interface** – The public should be able to “Share” or “Like” City information over social media. The city should also be able to publish information on the website and instantaneously push this out through social media at the same time as well.
- **Website Work Flow System** - The CMS needs to have a work flow system so that permissions can be set for all employees who publish content. This will make sure that a Department Head or any one staff member with the appropriate permissions can view changes others have made and approve, deny, or edit the changes.
- **Date based Content Expiration** – To keep information and content up to date, the CMS needs to have an expiration system that can be set by updating staff members.
- **Calendar** – The new website needs to have a public calendar that is visible and usable by the public. The internal City Departments should also have their own calendars that can integrate across a citywide calendar. Vendor recommendations are suggested for this.
- **Event/Calendar Notifications** – Calendar Alerts should be set up on a distribution list so that the public can be notified of a meeting date or if a time has changed.
- **Site Search** – With all information and content being searchable, the CMS must have a search engine that will provide a search for public and internal City information.
- **Web based CMS Administration** – The CMS must be accessible from the City's internal LAN and any external WAN as well.
- **Directory** – The CMS should help manage a directory staff and business.
- **Job Postings and Applications System** – The CMS needs to have a function that assists in job positing for the HR Department.

- Print Functionality for Pages – The information on the website should be easy to print with a print button.
- Customizable Map of City Facilities – The new website must have a customizable map of City facilities, local business, and attractions.
- Work Order/Request Tracking – The CMS in conjunction with other software must support users putting in work requests to get City infrastructure and other things of the sort fixed. This work order system must be able to be publicly transparent as well.
- Citizen Suggestion/Comment Submittal – The new website must have a place where feedback and comments can be submitted. This could also be to report outdated information and broken links.
- Customizable Visitor Profile (**Optional**) – The public users should be able to log on and customize what data they want to see on the City's website.
- LDAP Integration – The CMS must integrate with the City's Active Directory for centralized management.
- Website Statistics and Analytics

4. Vendor Requirements

The City is looking for an experienced municipal website vendor to design, replace and host the City of Trinidad's website in conjunction with a unified Tourism and Economic Development Website.

These requirements are:

- A portfolio of 5 or more completed municipal websites.
- 3 Customer Referrals with contact information.
- 3 or more years of business in website design.
- 5 or more employees.
- 8 X 5 Support or better.

Vendors that meet these standards will also be required to submit the following points in a narrative or RFP response:

Company Profile

- Company overview and history.
- Location.
- Current Website.
- Length of years in Business.
- Number of current employees.
- Number of clients in the past 3 years (?).

Team

- Names, titles, and roles.
- Experience and Education.

Scope of Work

- Project Timeline Process.
- Detailed explanation of all timeline phases.
- What role the City will play in the project.
- What is expected of the City?

Security and Hosting

- How you plan to host the City's website.
- Burst internet speed used by hosted site.
- What type of High Availability is used.
- Disaster Recovery and Mitigation Plans.
- How and what security protocols are implemented.

Functionality and Features of the CMS

- List of all features and functionality included in the proposed CMS.
- Must address features and functionality listed in Required Features and Optional Features section.

Training

- Explanation of the Training Process.
- Different Training options or types.
- Training Timeline.

Statements of Ownership and ADA Section 508 Compliance

- A Statement declaring that all design, information, webpages, files, and coding belong to the City of Trinidad.
- A Statement declaring that the proposed website design will be compliant with ADA Section 508 Guidelines. All proposals must be Section 508 ADA compliant and include the utilization of W3C Content Accessibility Guidelines with the website development. Respondents are requested to offer suggestions regarding accessibility.

Support and Maintenance

- Technical Support Plan.
- Hours of Support.
- Emergency and non-emergency support situations.

Price Estimate for Project

- First Year Fees
 - Design Fees.
 - Hosting Fees.
 - Technical Support Fees.
 - Training Fees with Days of Training.
 - CMS functions and features.
- Ongoing Fees (Year 2 and After)
 - Website Hosting.
 - Training.
 - Maintenance and Support.

5. RFP Submission Requirements

The deadline for RFP responses is **November 6th, 2015**. Please submit the RFP response as a PDF to webmaster@trinidad.co.gov with the subject line "City of Trinidad Website RFP", or certified mail your RFP response to:

IT Department
City of Trinidad
135 North Animas Street
Trinidad, Colorado
81082

Digital copies are preferred.

Submittals that are not received before the specified deadline will not be accepted. The City reserves the right to request follow-up information or clarification from vendors in consideration.

The City of Trinidad reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of the City.

6. Evaluation and Selection of Vendor

Responses to this RFP will aid the City in selecting the most qualified vendor. The City will evaluate the qualifications, references, overall fit with the City of Trinidad, as well as take into consideration the proposed scope and pricing submitted to determine the most qualified web vendor.

Step 1: A City review team will assess vendor RFP response submittals. The initial review will determine adherence to RFP requirements and whether responses meet the minimum criteria laid out. Review will include the vendor's acceptance and completeness of RFP terms.

Step 2: Review team will check references given.

Step 3: A City review team will determine vendor selection based on RFP responses, references, price, and who will best serve the interest of the City.

Step 4: The City will enter into negotiations leading to a professional services agreement with the selected vendor.

Schedule of Selection & Evaluation

The approximate RFP schedule is summarized below:

RFP Release: October 23rd, 2015

RFP Deadline: November 6th, 2015 2 Weeks

Step 1 & 2: November 13th, 2015 1 Week

Step 3: November 18th, 2015 5 Days

Step 4: TBD

7. Disclaimers

The City maintains the right of non-response to any vendors, and the right to choose whomever vender the City deems best fitting.